

Annual Goals for Entertainment Industry

2011-2012

Goal 1:	New Facility
Description:	Prepare plans for move off campus. This will require researching space requirements, potential construction, and costs associated with a move downtown.
Budget:	0.00
University Goals Supported:	1,4,5
Strategic Goals Supported:	402
Responsibility:	Department Chair
Participation:	Faculty
Results:	After considering space requirements, costs and logistics, the university has entered into a lease with Turnkey properties for space downtown on Tombigbee Street. The space will contain offices, two classrooms, recording studio and MIDI lab on one side. The other side will be a performance venue run by faculty, staff and students. The space is adjacent to Noiseblock recording studio, where UNA has a current studio time rental agreement. The cost of the new lease is \$5500 per month.
Actions/Improvements:	The new space is being outfitted by university facilities maintenance personnel and customized for use by the DEI. The Department will begin operating out of the facility beginning Fall, 2012.
Future Actions/Improvements:	

Goal 2:	Curriculum Revisions
Description:	Revise course descriptions for at least three existing courses to reflect current practice. Update one of those courses to reflect current industry practice. Standardize technology sequence.
Budget:	0.00
University Goals	1

Supported:

**Strategic Goals
Supported:**

Responsibility: Department Chair

Participation: Faculty

Results: Revisions to course descriptions for three courses, and title change for one course were developed by faculty and passed through the Arts and Sciences and University Curriculum Committees. Those courses were ENT 235, ENT 329 and ENT 435. Standardizing the technology courses will be an ongoing process for several years. An example of a curriculum change is attached.

Actions/Improvements: Topics and methods in those affected classes will be adjusted to reflect changes in the coming year.

**Future
Actions/Improvements:**

Goal 3: Student recruitment

Description: Recruit students for new degree programs, giving particular emphasis to Birmingham and southward. Travel to high schools, community colleges and college fairs may be necessary.

Budget: 1500.00

**University Goals
Supported:** 2,3,4

**Strategic Goals
Supported:** 403

Responsibility: Department Chair

Participation: Faculty

Results: The department chair and one faculty member made a recruiting trip to Booker T. Washington Arts Magnet School in Montgomery in March, 2012. Evening "Meet and Greet" were also held at area coffee shops in Montgomery and the Brookwood area of South Birmingham during the two day trip. Total travel costs were \$531.44.

Actions/Improvements: There has been an increase in interest traffic from Birmingham and Montgomery in terms of requests for information from students and guidance counselors. The department will look for ways to track and

measure this increase. If successful in recruiting from these areas, it is believed that the Mobile market may yield similar results, given the uniqueness of the program in the state and region.

**Future
Actions/Improvements:**

Student Learning Outcomes for Entertainment Industry

2011-2012

Outcome 1:	Internship
Description:	Demonstrate ability to perform in the entertainment workplace through a senior internship experience.
Budget:	\$0.00
Core Competencies Supported:	5
Assessed How Often:	Every 2 years
Assessed this Year?	Yes
Responsibility:	Internship Coordinator
Participation:	Department Chair
Direct Assessments	

Student journals of internship experience.

Indirect Assessments

Employer Evaluation Instrument

Results: Since fall 2010, there have been 36 students who have completed the internship experience. Of those there were 31 (86%) A's, 4 (11%) B's, and 1 (3%) C. The overall percentages in grade categories have improved since the last assessment. We believe this improvement is due in part to a new initiative written into the department's new curriculum beginning in fall 2010. All students in the major are required to take ENT 480 Senior Seminar. One third of the course is dedicated to internship counseling and placement preparation. Students are encouraged to begin thinking of

themselves as young professionals, and to make the transition from students in the classroom to professionals in the industry. Workplace behaviors and protocols are discussed and individual conversations about placement take place in the course. Additional emphasis is stressed on the journal as well and the importance of that process as not just documentation of the experience, but also thoughts and processing of those thoughts by the student.

Curriculum

Actions/Improvements:

Other

Actions/Improvements:

Future Actions:

Outcome 2:

Communicate effectively

Description:

Communicate effectively in written and oral forms.

Budget:

\$0.00

Core Competencies Supported: 1

Assessed How Often:

Every 2 years

Assessed this Year?

No

Responsibility:

Department Chair

Participation:

Faculty

Direct Assessments

Oral presentations in ENT 426, 435, and 470W. Writing assignment in ENT 470W.

Indirect Assessments

Results:

Curriculum

Actions/Improvements:

Other Actions/Improvements:**Future Actions:**

Outcome 3:	Leadership development
Description:	Prepare a leadership development plan and display skills consistent with effective teamwork.
Budget:	\$0.00
Core Competencies Supported:	2
Assessed How Often:	Every 2 years
Assessed this Year?	No
Responsibility:	Department Chair
Participation:	Faculty
Direct Assessments	

Leadership Development Plans from ENT 480. Team projects from ENT 325, 426, and ENT 470W.

Indirect Assessments**Results:****Curriculum
Actions/Improvements:****Other Actions/Improvements:****Future Actions:**

Outcome 4:	Intellectual property
Description:	Provide a persuasive argument that clearly supports a position on intellectual property rights in the digital age.

Budget:	\$0.00
Core Competencies Supported:	3,4
Assessed How Often:	Every 2 years
Assessed this Year?	Yes
Responsibility:	Department Chair
Participation:	Faculty
Direct Assessments	

Writing assignment in ENT 470W

Indirect Assessments

Results:	Since the last assessment of this outcome two years ago, 52 students have taken the assessment, 25 in spring 2011 and 27 in spring 2012. Of those, there were 44 (84%) A's, 7 (13%) B's, and 2 (3%) F's who failed to turn in papers. Of note is that the spring 2012 results showed 20 A's and 6 B's, a more realistic distribution given the senior level class; whereas spring 2011 showed 24 A's and 1 B. We believe this to be the result of more vigorous grading as well as more specific prompts and stimuli questions in the assignment. Since it does not matter what position the student takes in the narrative position paper, as long as the position is backed up with sound arguments and sources, we are considering lengthening the assignment to add even more rigor.
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**Curriculum
Actions/Improvements:**

**Other
Actions/Improvements:**

Future Actions: